

FIG.1

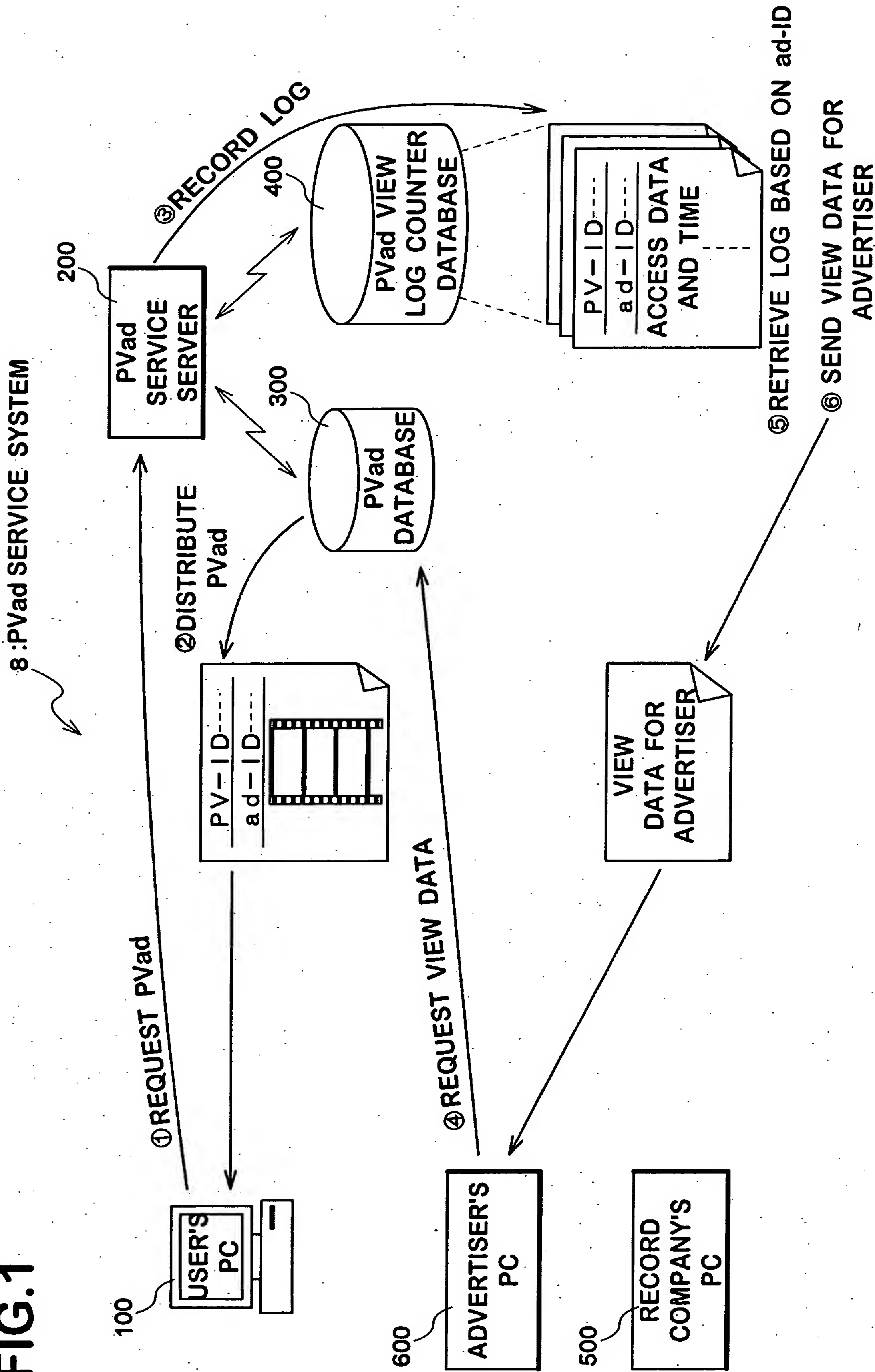


FIG. 2

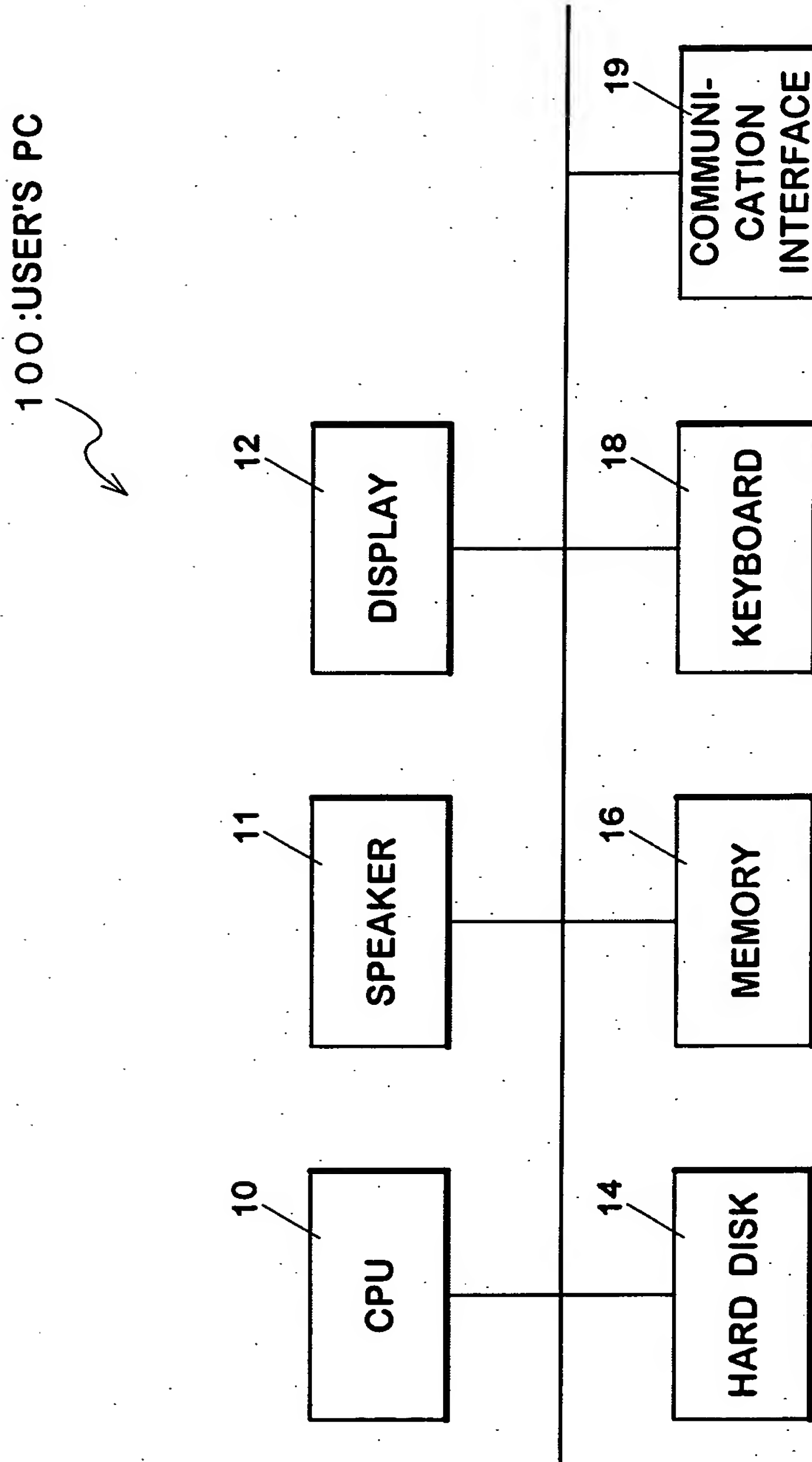


FIG. 3

600:ADVERTISER'S PC

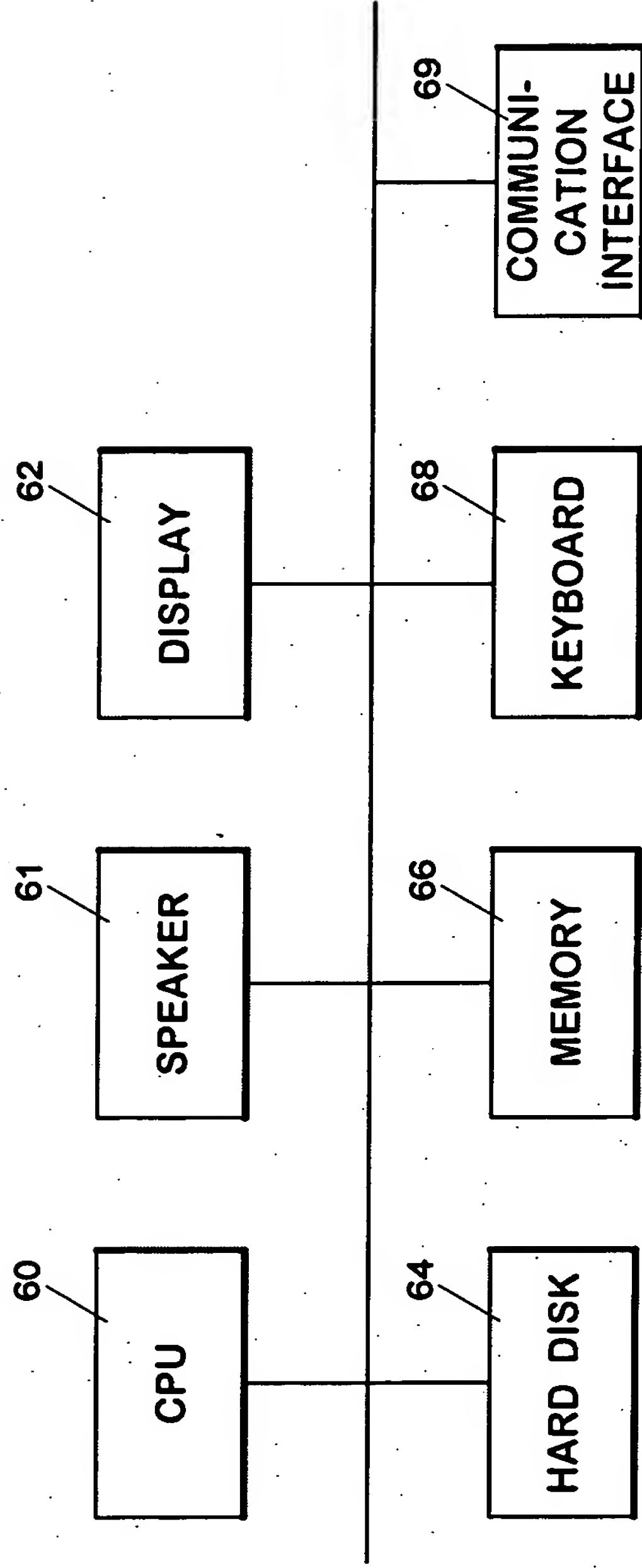


FIG.4

200:PVad SERVICE SERVER

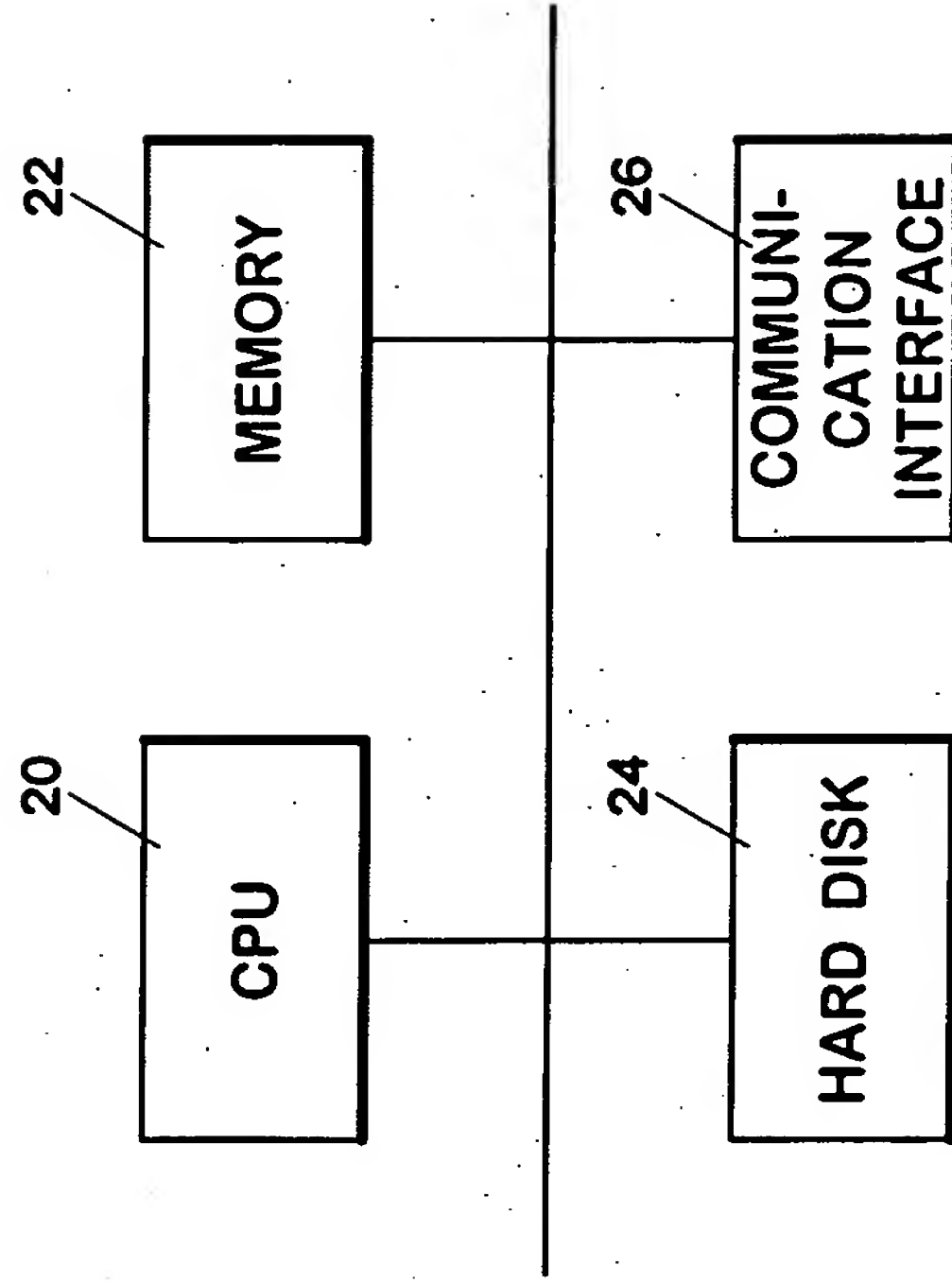


FIG.5

300:PVad DATABASE

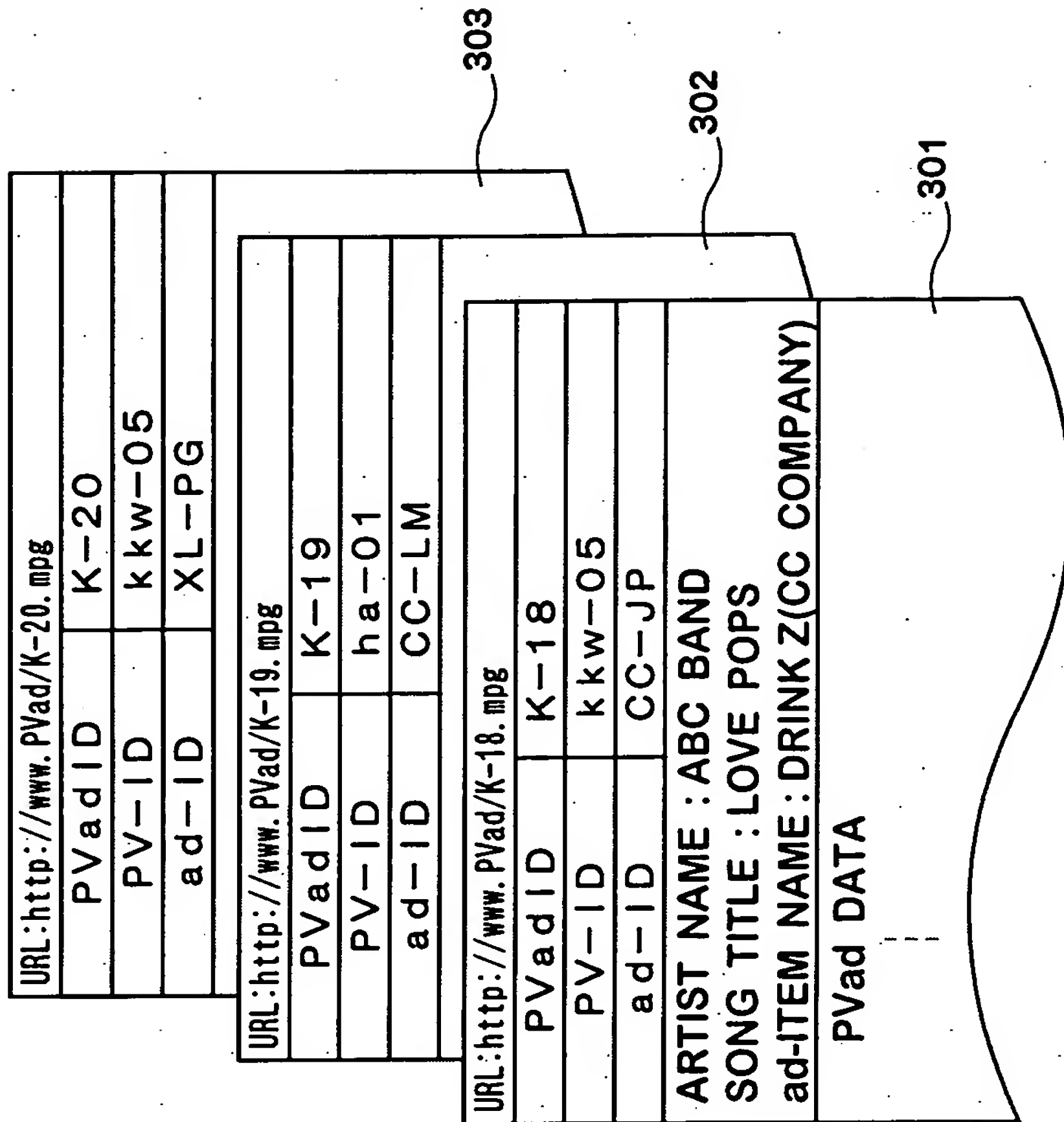


FIG.6

400:PVad VIEW LOG COUNTER DATABASE

PVadID	K-20
PV-ID	kkw-05
ad-ID	XL-PG
PVadID	K-19
PV-ID	ha-01
ad-ID	CC-LM
PVadID	K-18
PV-ID	kkw-05
ad-ID	CC-JP
ARTIST NAME : ABC BAND	
SONG TITLE : LOVE POPS	
ad-ITEM NAME : DRINK Z(CC COMPANY)	
ADDRESS	ACCESS DATE AND TIME
abc@xyz.com	12/25/01 17:15
yzn@opr.com	12/25/01 17:30
fhw@mpr.com	12/26/01 06:18

FIG. 7

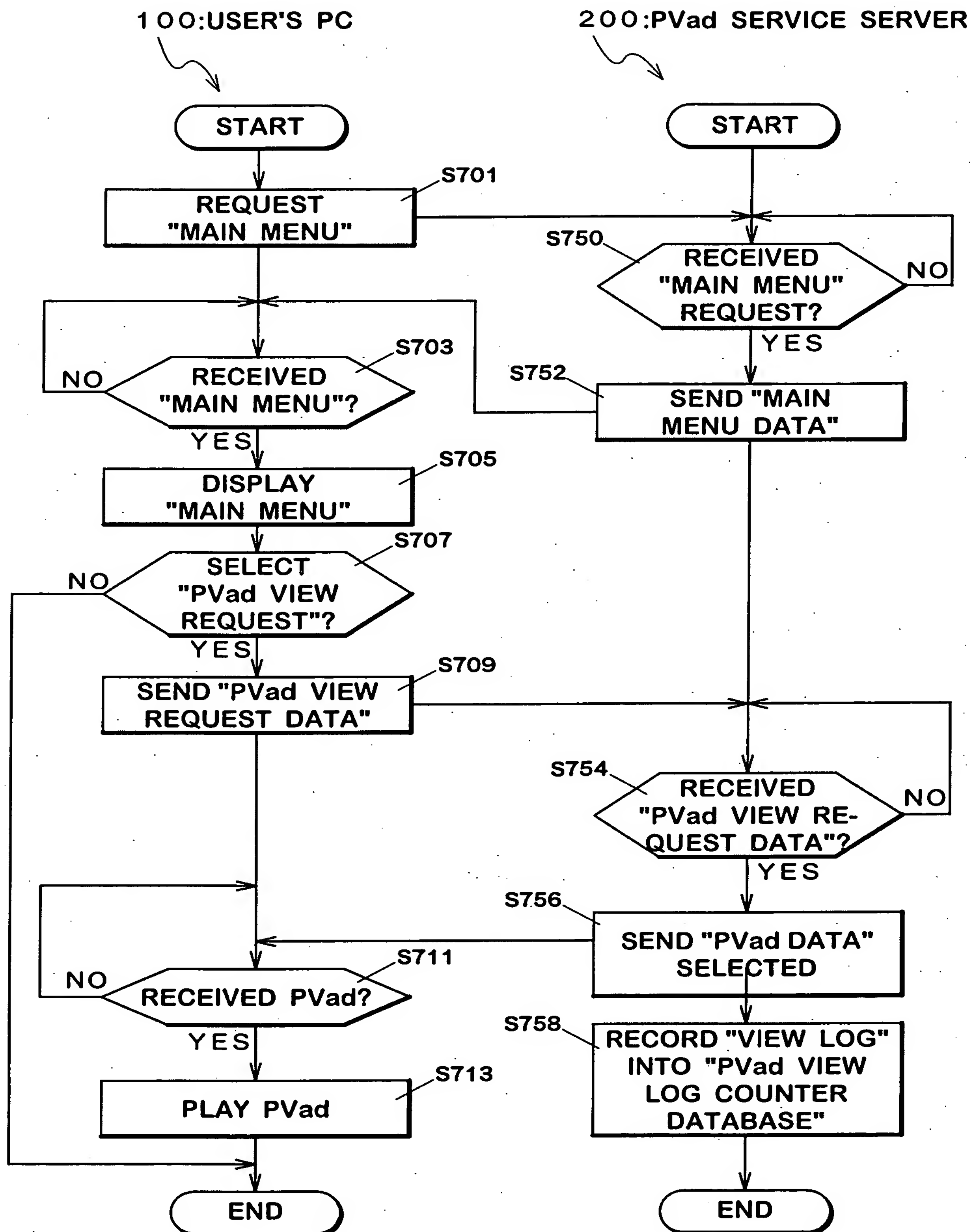


FIG.8A

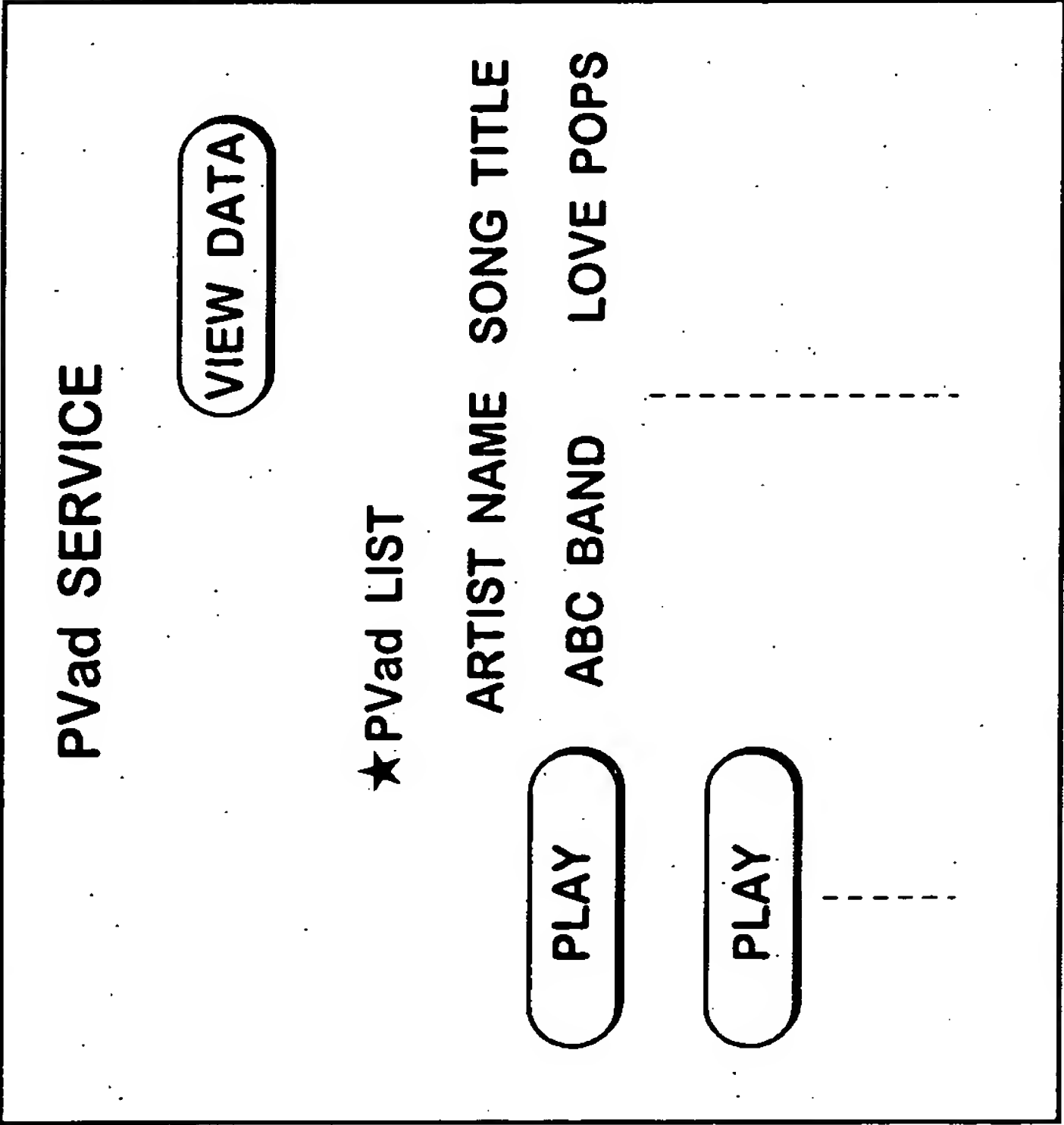


FIG.8B

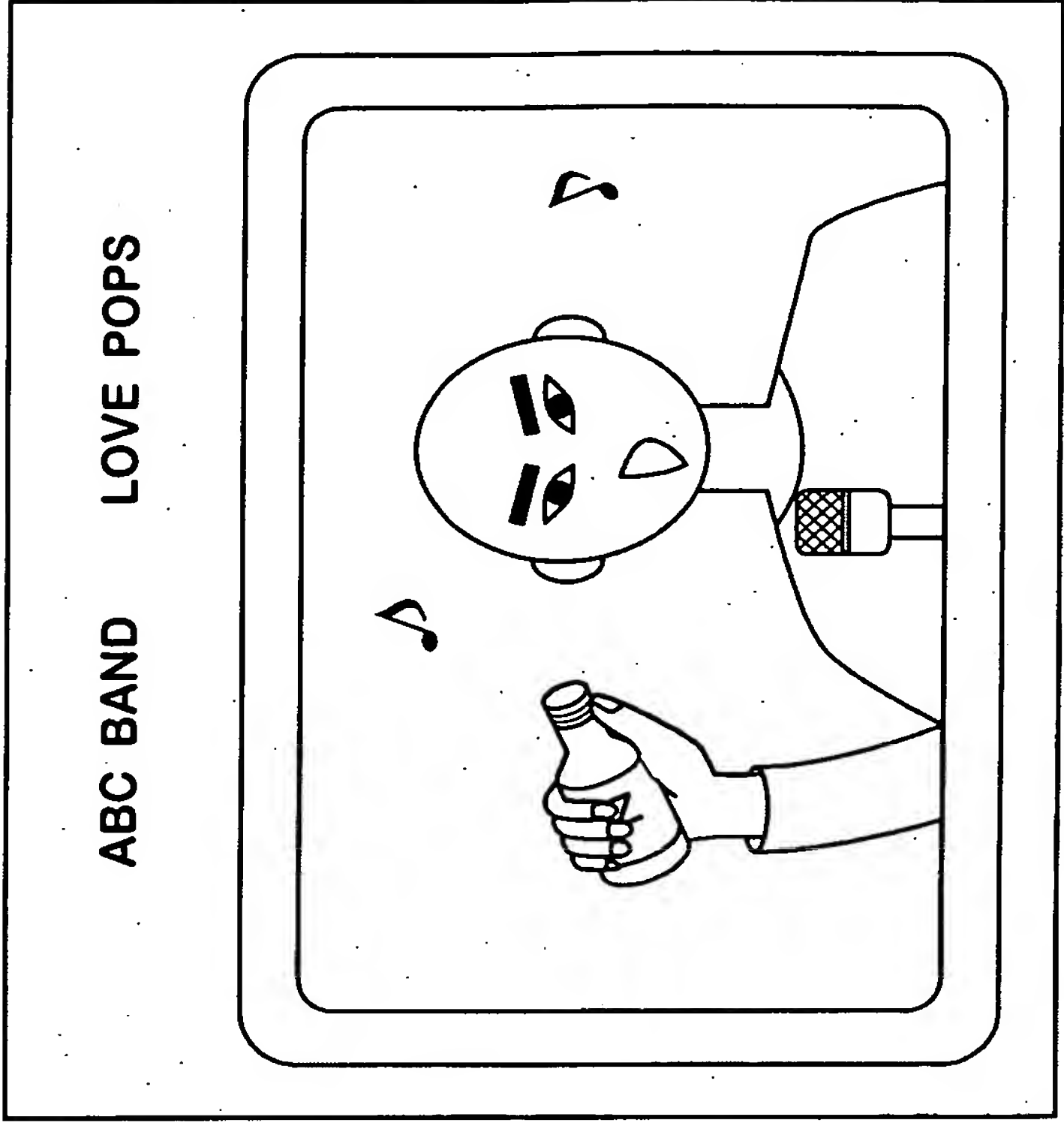


FIG.9

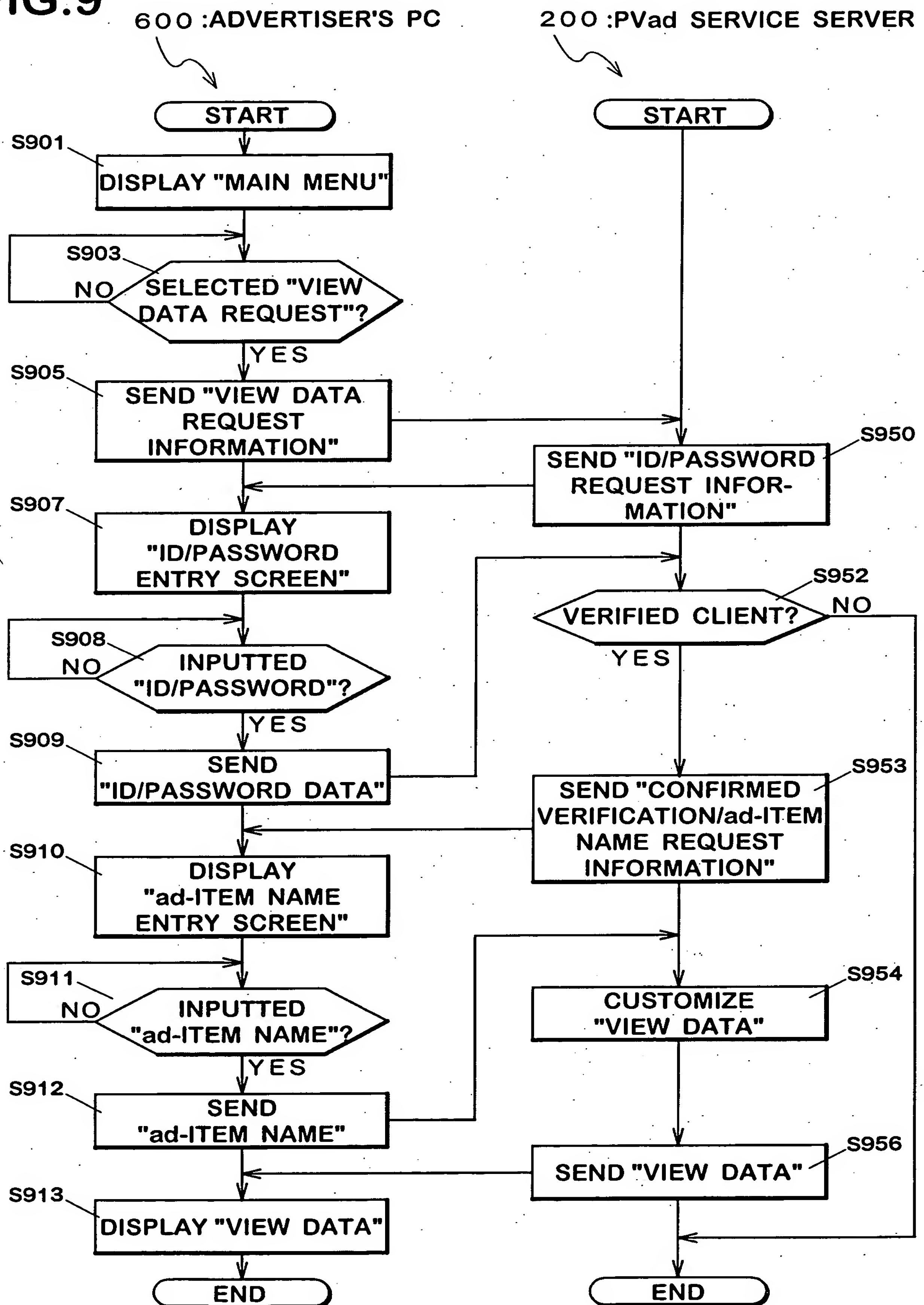


FIG.10A

PVad SERVICE

★ VIEW DATA

PLEASE ENTER ID/PASSWORD.

ID

PASSWORD

FIG.10B

PVad SERVICE

★ VIEW DATA

ID/PASSWORD WERE VERIFIED
SUCCESSFULLY.

★ PLEASE ENTER ad-ITEM NAME.

FIG.11A

PVad SERVICE

★ VIEW DATA

ARTIST NAME : ABC BAND
SONG TITLE : LOVE POPS
ad-ITEM NAME : DRINK Z

THE NUMBER
OF VIEWED

312,150

HOURLY ACCESS

FIG.11B

THE NUMBER OF
HOURLY ACCESS

ARTIST NAME : ABC BAND
SONG TITLE : LOVE POPS
ad-ITEM NAME : DRINK Z

9:00~12:00	42,300
12:00~15:00	57,740
15:00~18:00	70,258
18:00~21:00	141,852

FIG.11C

PVad SERVICE

★ VIEW DATA

ad-ITEM NAME : DRINK Z

① ARTIST NAME : ABC BAND
SONG TITLE : LOVE POPS
THE NUMBER
OF VIEWED

312,150

② ARTIST NAME : XYZ
SONG TITLE : Z-ROCKS
THE NUMBER
OF VIEWED

27,555

HOURLY ACCESS

FIG.12

PVad SERVICE	
★ VIEW DATA	
ARTIST NAME : ABC BAND	
SONG TITLE : LOVE POPS	
THE NUMBER OF VIEWED	538,238

FIG. 13

